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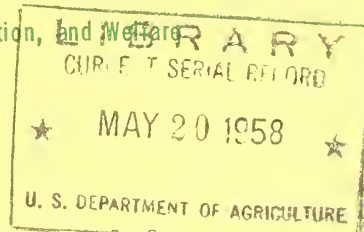
"We must open wider the doors of opportunity....
for the good of our country and all our people"
President Eisenhower

NEWS

RURAL DEVELOPMENT PROGRAM

Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior
Under Secretary, Department of Agriculture (Chairman)
Under Secretary, Department of Commerce
Under Secretary, Department of Labor
Under Secretary, Department of Health, Education, and Welfare
Administrator, Small Business Administration
Member, Council of Economic Advisers



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President Eisenhower, in his special farm message to Congress January 16, placed emphasis on the Rural Development Program as a means of "widening opportunities" for rural people. "The Rural Development Program has already achieved much," the President said, "and with the increased emphasis planned for the coming year, progress promises to be more rapid in the future."

Following the President's statement, Secretary of Agriculture Ezra Taft Benson told a Senate committee January 17 that the Rural Development Program is being strengthened as "one method, among many, of supplementing and redirecting the work of our agencies in order to gain more effectively the fundamental objective -- area economic development."

"No development in agricultural policy in recent years," the Secretary said, "holds greater long-term importance than the effort our departments and agencies are making on many fronts to strengthen, modify and redirect educational and service programs in order to provide practical help and guidance for small farmers and their families." Provision has been made in the Department of Agriculture budget for the program in 1959, the Secretary continued.

Other new proposals made to Congress to promote industrial and economic development:

--A recommendation for nation-wide guidance programs in both urban and rural schools, and improvement of teaching, especially in science and mathematics.

--Establishment of the Small Business Administration as a permanent agency with increased loan authority. SBA provides credit and technical advice for businesses and community groups in both urban and rural areas, has made loans in several pilot counties.

--Expansion of employment agency services in rural areas.

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

--Appropriations to provide loans for development projects in "depressed" areas, mainly urban. However, this program would also strengthen Department of Commerce technical help available for area projects.

--Increased funds to expand the Federal-State vocational rehabilitation program.

LEADING FARM GROUPS, Two major farm organizations have again gone on record in support of Rural Development Program objectives, and have urged a
COMMENT ON PROGRAM greater effort to aid small farmers through industry expansion as well as farm development.

In a resolution adopted at its annual meeting in December, the American Farm Bureau Federation stated, "The Cooperative Extension Service, vocational training agencies and the Rural Development Program can also be of assistance in solving (the problem of rural underemployment)." Delegates urged State and county Farm Bureaus to "discharge their responsibility by taking the leadership in directing the national Rural Development Program into channels that will contribute most to the solution of underemployment in rural areas."

Earlier, delegates to the annual meeting of the National Grange said, "We favor expansion of existing rural development activities" to bring about more attention and interest in the problem.

KENTUCKY STARTS LARGE-SCALE Acting on requests of rural development committees,
VOCATIONAL TRAINING PROJECT Kentucky vocational schools in Bowling Green and Ashland have started training classes in several of the State's pilot counties. Mobile units from the schools are used to take instructors and work materials into isolated counties for training classes in such skills as plumbing, welding and electric wiring. In addition, three Vo-Ag and two home economics teachers have been assigned to the Kentucky Rural Development Program. Forrest Esham, a member of the vocational education department, is Kentucky's coordinator of vocational services in rural development.

COOPERATIVE INDUSTRY PROJECT IN Off-the-farm work for 100 rural people in Watauga
NORTH CAROLINA GIVES WORK TO 100 County, North Carolina, has been the result of a cooperative project involving county rural development personnel, local businessmen and State agencies.

Early in 1957 a labor survey was started by the development committee to find out how many women wanted work off the farm. At about the same time, "Watauga Industries Inc." was formed to raise capital for plant sites and buildings. One building has now been completed and leased to an apparel manufacturer. His firm's locating in the county was influenced by the information on available workers assembled by the rural development committee.

VIRGINIA COUNTY PUBLISHES MODEL STUDY The Rural Development Committee in Cumberland County, Virginia, has put together one of the most comprehensive county economic studies to come out of any area taking part in the program.

Using agency personnel, and volunteer workers, the committee compiled detailed information on natural resources, transportation, population trends, agricultural market potential, government, manpower, and industrial sites. The Virginia Power and Light Company made a major contribution, helping with technical phases of the study and financing publication of the 70-page printed report.

RURAL DEVELOPMENT IN ACTION

(Based on reports of development activities throughout the Nation.)

Georgia The Rabun Gap-Nacoochee School in Northern Georgia is pioneering a "farm family plan of educating parents along with children" according to a recent release of the school, which trains young people and adults in farming and other skills.

Maine Washington County farmers are expanding sheep production, with seven farms now pasturing nearly 700 head. The project is expected to up farm income in the county by \$15,000 the first year.

Arkansas Three-way cooperation among local farm agents, the State experiment station and an interested businessman has resulted in a new alfalfa dehydration and pelleting plant for Crittenden County.

North Carolina We've just received the report for 1957 of the Northwest North Carolina Development Association, showing impressive gains--six major industry expansions in the eleven county area during the year, for example.

Louisiana With help from rural development personnel, some sixty Negro families in an Avoyelles Parish community have organized an improvement program, raised \$500 for a community hall and are working to create more interest in better farming.

Tennessee The State Industrial and Agricultural Development Commission reports eighteen new manufacturing plants in towns of 2,500 population or less during 1957. Twenty-eight plants in towns of this size expanded their operations.

Iowa The once entirely rural State of Iowa continues to provide a home for more and more industry -- seventy new plant developments and expansions in the state during 1957.

Two years ago, Monroe County, Ohio, which had been entirely rural, found itself the center of a huge Ohio River chemical and aluminum plant development. Problems of underemployment and income suddenly turned into problems of transportation, neighborhood growth, community facilities. The county rural development group has formed a "committee on zoning" to publicize the importance of planned community and residential growth. Through community meetings, extension workers explain how zoning works.

We've received reprints of the informative Reader's Digest article by John Strohm describing the success of rural area development in Western North Carolina, and we'll pass them along to anyone interested. Write the Editor, Rural Development Program News.

OKLAHOMA PUBLISHES
PILOT COUNTY SURVEY

Like most pilot counties in the Rural Development Program, Oklahoma's Choctaw County has started out with an intensive survey of human resources -- a fresh look at the needs and potential of people in the county. Survey results which have been published by the Oklahoma Extension Service in preliminary form, show that 22 percent of total rural income in the county comes from pensions and welfare payments, 45 percent from non-farm sources, and 33 percent from farm production.

THREE-WAY APPROACH TO
INDUSTRY IN WEST VIRGINIA

People in the Raleigh-Fayette-Summers County area in West Virginia are making an intensive effort to push industrialization. Rural development leaders, including the development agent, John Flanagan, and the chairman of the industrial committee, banker W. L. Jennings, are centering their attention on three projects: Enlisting the help of representatives from large industries in the area; preparing a brochure which describes county industrial sites and resources; strengthening small local businesses.

December's issue of Rural Lines, Rural Electrification Administration magazine carried a fine article on rural development in Perry County (Indiana). We think you'll be interested in this drawing, which accompanied the article.



Perry County's Long Range Planning Committee, comprised of farm, business, educational, and church leaders, is trying to open up 1,000 new jobs in area.